

## Message Text

UNCLASSIFIED

PAGE 01 CAIRO 05674 041513Z

ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 USIA-15 /034 W

-----041848Z 052831 /50

R 041348Z APR 77

FM AMEMBASSY CAIRO

TO USDOC WASHDC

INFO AMEMBASSY ATHENS

SECSTATE WASHDC 3555

UNCLAS CAIRO 5674

ATHENS FOR RTDO

USDOC FOR CAGNE

E.O. 11652: NA

TAGS: BEXP, EG

SUBJ: US EXHIBITION AT 1978 CAIRO FAIR.

REF: STATE 064292

1. AFTER REVIEW OF AVAILABLE SITES FOR U.S. PAVILION AT 1978 CAIRO FAIR, USEM BELIEVES THAT SAME BUILDING USED FOR 1977 PARTICIPATION (NO. 7 ON FAIR MAP) WOULD BE BEST CHOICE IF CERTAIN MODIFICATIONS ARE MADE TO BUILDING. THESE WOULD INCLUDE IMPROVEMENT OF EXTERIOR APPEARANCE, INSTALLATION OF ADEQUATE VENTILATING SYSTEM, AND INSTALLATION OF PROPER TOILET FACILITIES. EXISTING PARTITION COULD BE REMOVED, GIVING U.S. THE ENTIRE BUILDING. SPACE WOULD BE INCREASED BY 545 SQUARE METERS FOR TOTAL OF 1225 SQUARE METERS. THIS WOULD PROBABLY ALLOW ROOM FOR APPROXIMATELY 35 TO 40 BOOTHS.

2. IT WOULD BE MOST CONVENIENT TO HAVE OUTSIDE SPACE ADJACENT TO PAVILION RATHER THAN SEPARATED, AS IS THE CASE THIS YEAR. OUTSIDE SPACE TOTALING 2,450 SQUARE METERS IS AVAILABLE ADJACENT TO BUILDING NO. 7, AND PART OF THIS , APPROXIMATELY 1000 SQUARE  
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METERS, COULD BE TAKEN FOR U.S. EXHIBITION.

3. EMBASSY BELIEVES THAT SOME CAUTION IS IN ORDER IN CONSIDERING THE NUMBER OF BOOTHS FOR THE U.S. PAVILION. ALTHOUGH SOME EXHIBITORS WERE TURNED DOWN THIS YEAR FOR LACK OF SPACE, IT DOES NOT FOLLOW THAT 50 BOOTHS, DOUBLE THIS YEAR'S NUMBER, COULD BE SOLD FOR 1978.

4. FAIR AUTHORITIES HAVE BEEN NOTIFIED OF U.S. INTEREST IN  
TAKING WHOLE OF BUILDING NO. 7, AND PART OF ADJACENT OUTSIDE  
SPACE, FOR 1978.  
MATTHEWS

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NNN

## Message Attributes

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